IT Unit 4

Topic 2

# Information management

**Importance of data & information to organisations** (Informatics, p 247)

1. Distinguish between data & information.

* Data refers to the raw, unorganised facts, figures and symbols fed to a computer during the input process.
* Information is data that has been manipulated into a meaningful and useful form.

1. How is information used in an organisation?

Information can be used to inform, persuade or for effective decision making.

1. What are the qualities of data required for effective decision-making? Elaborate on each of the following qualities:
   1. Complete information

Complete information is relevant information that is so complete that the user does not need to find additional information outside of the information presented.

* 1. Timely information

Information must be timely to serve its purpose.

* 1. Accurate information

Information must be accurate before and after it is inputted into the system.

* 1. Unbiased information
     1. Bias through sorting

The way in which lists are sorted can introduce bias. E.g popular at the top and least popular at the bottom.

* + 1. Bias through graphics

Bias can occur in selecting the graphic, the scale used and the size chosen. E.g badly represented information compared to another due to a scale unbalance.

* 1. Clarity of the message

If the intended message or conclusion of a report is not clear, the effectiveness of the message will be diminished, even if all the information is included. If that information is hard to find, the report is not effective.

**Goals & objectives of organisations & information systems** (Informatics, p 249)

1. What is the purpose of a strategic plan?

A strategic plan is a process for identifying long-term goals within an organisation.

1. What is the purpose of a mission statement? How does it differ from a vision statement?

* The mission statement is the basis for establishing a set of common goals that will help accomplish the organisation’s aims. Mission statements concentrate on the present, whereas a vision statement focuses on the future.

1. Distinguish between goals & objectives.

A goal is a target that is chosen by the organisation to be completed in the future and is completed through a list of objectives.

1. Give examples of different goals for businesses as opposed to non-profit organisations.

For-profit public organisations want to provide shareholders with maximum returns in the form of dividends and growth in share prices. While Non-profit organisations may have goals revolving increasing the amount of money they wish to fundraise.

1. List some common goals of an organisation.

Increasing the company’s profit margin, expands the company, provide quality service and maintain confidentiality.

**Information Systems: (p 251)**

1. What is an information system? What is its overall purpose?

Information systems are often created to support the organisational goals.

1. What is a system goal?

A system goal explains the specific role of the information system in achieving the organisational goal, and ultimately the company’s mission.

1. List three basic goals of an information system. Use an example to explain how they can help an organisation achieve its goals.

Three basic goals of an information system are helping an organisation make improvements in efficiency, effectiveness and decision-making. An example of how they can help an organisation achieve these goals by setting small tasks to complete over time that improve the company over time.